

Store Open 9 to 5.30

HEARN

FOURTEENTH STREET

Founded 1827

WEST OF FIFTH AVE.

23rd JANUARY SALE*The Great Shopping Event of the New Year*

Cotton is scarce, and its price per pound is about a third more than last year.

Cotton is the material used in most of the merchandise in the January Sale.

Keep these facts in mind as you read over the sale lists and note how very low are our prices.

We bought our stocks before cotton went up. Now we are in a position to save you the big difference between the new and the old costs, in addition to the savings which our quantity buying for cash and specially cut prices contribute to make **HEARN** sales worth while.**Our Customers Expect Our Sales to Be Business Achievements**
Everything Advertised on Sale Both Tuesday and Wednesday**JANUARY SALES DEPARTMENTS INCLUDE**

Muslins
Sheets
Pillow Cases
Spreads
Blankets
Table Linens
Towels
Towelings

Pillows
Flannels
Comfortables
Lace Curtains
Portieres
Aprons
Corsets, Brassieres
White Goods

JANUARY SALES DEPARTMENTS INCLUDE

Rugs
Decorative
Silk Lingerie
Women's
Misses' and
Girls' Apparel
Extra Size and Flannelette Underwear

Housedresses
Sweaters
Undermuslins
Infants' Woolens
Infants' Dresses
Blouses
Italian Imports

Standard Quality Sheetings

Bleached—	Unbleached—
42 inch—were .32...23	were .32...23
45 inch—were .34...24	were .34...24
50 inch—were .37...29	were .37...29
54 inch—were .42...32	were .42...32
63 inch—were .47...37	were .47...37

NO MAIL OR PHONE ORDERS

January Sale
Our Own Importation of
LINEN DAMASK PATTERN CLOTHS

Heavy quality—bleached—
CLOTH—size 70x70—were \$6.50...4.64
size 70x88—were \$7.95...5.94
size 70x106—were \$8.95...6.94

**Special Purchase Sale of
Sheets and Pillow Cases
for January Sale**

Standard quality—no dressing—soft finish—well known brand.

PILLOW CASES			
Hemmed—		Hemstitched—	
42x36—val. .37	.24	val. .42	.28
45x36—val. .40	.25	val. .44	.32
50x36—val. .43	.31		
54x36—val. .47	.34		
SHEETS			
Hemmed—		Hemstitched—	
54x90—were \$1.19	.84	were \$1.29	.94
54x99—were \$1.29	1.04	were \$1.39	1.14
54x99—were \$1.29	1.04	were \$1.39	1.14
63x99—were \$1.43	1.12	were \$1.53	1.22
72x99—were \$1.43	1.12	were \$1.53	1.22
72x99—were \$1.57	1.22	were \$1.67	1.32
72x108—were \$1.74	1.34	were \$1.82	1.32
81x99—were \$1.74	1.34	were \$1.84	1.44
81x108—were \$1.84	1.37	were \$1.94	1.47
90x99—were \$1.74	1.34	were \$1.84	1.44
90x99—were \$1.84	1.47	were \$1.94	1.52
90x108—were \$1.97	1.42	were \$2.07	1.57

SIZE BEFORE HEMMING
NO MAIL OR PHONE ORDERS

UNBLEACHED SHEETS—	
54x90—Value	\$1.17...82
54x99—Value	\$1.27...1.02
63x99—Value	\$1.41...1.09
72x99—Value	\$1.55...1.19
81x99—Value	\$1.72...1.32

HILL PILLOW CASES—	
Hemmed—	Hemstitched—
42x36—Val. .39	Val. .43...31
45x36—Val. .42	Val. .46...33
50x36—Val. .44	Val. .48...36
54x36—Val. .49	Val. .53...41

SHEETS—Size 72x90—seam in center—	
value .98	74

Special January sale prices on Mohawk, Ulva, Dwight Anchor, Wamsutta and New Bedford sheets and pillow cases—Will Wash Heavier. Extra long pillow cases to 40 inches. Extra long sheets to 108 inches.

January Sale Values in Muslins and Sheetings**Special Purchase Sale of
Crochet and Satin Finish
Bedspreads**

for single, 3/4 and full size beds.

CROCHET SPREADS—	
Single size 62 x 86—Val.	\$1.87...1.19
Single size 64 x 86—Val.	\$1.98...1.37
Full size 72 x 82—Val.	\$1.79...1.19
Full size 76 x 84—Val.	\$2.24...1.57
SATIN FINISH SPREADS—	
Single size 62 x 90—Val.	\$2.98...1.97
Full size 72 x 90—Val.	\$3.98...2.87
Full size 78 x 88—Val.	\$3.49...2.27
Full size 78 x 88—Val.	\$3.98...2.47
Full size 85 x 95—Val.	\$4.49...2.97

**January Sales
Women's Extra Size
Undermuslins**

Assortments for the large woman feature a wide variety of correctly fashioned lingerie made of dainty, serviceable materials attractively trimmed.

Extra Size Cambric Drawers—tucked ruffles—were .48	.47
Extra Size Drawers—good quality—nainsook with lace and embroidery trimming—were \$1.18	.83
Extra Size Bloomers—fine muslin with lace ruffles and novelty stitching—were .68	.50
Extra Size Corset Covers—good quality cambric, tight fitting—round or V neck—were .48	.36
Extra Size Corset Covers—nainsook—trimmed with lace and embroidery—were \$1.18	.83
Extra Size Chemises—nainsook, corded band—were \$1.18	.82
Extra Size Chemises—with lace and embroidery trimming—full models—were \$1.97	1.55
Extra Size Envelope Chemises—and combinations—nainsook or cambric—pretty finished and drawn with ribbon—were \$1.68	1.27
Extra Size Philippine Nightdresses—entirely hand made and hand embroidered—several attractive styles—were \$2.48	1.95
Extra Size Nightdresses—nainsook and cambric—trimmed and tailored models in flesh or white—sleeved and sleeveless styles—were \$1.48	1.17
Extra Size Nightdresses—good quality muslin and cambric—round or V neck and short sleeves—embroidery trimming or tailored finish—were \$1.28	.86
Extra Size Nightdresses—of fine muslin with finish of novelty stitching—flesh and white—were .78	.66
Extra Size Petticoats—nainsook, with flounce of wide embroidery—several styles—were .97	.67
Flannelette Nightdresses—good quality—round or V neck—pink and blue stripes—were \$1.28	.90
Extra Size Flannelette Nightdresses—pink and blue stripes—braided and ribbon trimmed—were \$1.97	1.74

EXTRA SIZE DEPT., 3RD FLOOR

**January Sales
TOWELS**

Towels at January Sale prices will last twice as long, for they are of so much better value at the prices that moderate pocketbooks are accustomed to pay.

BLEACHED COTTON HUCK TOWELS—hemmed—white borders—	
were .16	.10
HEAVY QUALITY PURE LINEN HUCK TOWELS—hemmed—good size—	
were .42	.29
PURE LINEN GLASS TOWELS—plain, check centre, name "glass" woven in border—blue or red—were .58	
	.44
SOFT FINISH PURE IRISH LINEN HUCK TOWELS—guest size—hemstitched—white damask with monogram wreath—were .54	
	.42
HAND-EMBROIDERED SHOW TOWELS—scalloped ends—fine quality linen—huck—were \$2.98	
	2.15
DOUBLE-THREAD TURKISH TOWELS—absorbent—bleached—hemmed—white terry stripe borders—were .23	
	16 1/2
TURKISH TOWELS—colored plaid, stripe or plain white centres—colored stripe or jacquard borders—were .58	
	.36
TURKISH WASH CLOTHS—colored stripe borders—were .06	
	4 for .15
LARGE SIZE TURKISH BATH TOWELS—heavy quality—absorbent—hemmed—wide colored jacquard borders—	
all desirable colors—were \$2.18	1.75

January Sale Specials

Misses' Jersey Frocks—Models with pleated skirt and embroidered blouse—white collars and cuffs—tan, henna, navy and black—sizes 14 to 20 years—were \$11.78

Misses' Dresses—Poiret twill, matelasse and soft satin—models with the new contrasting blouse and plaited skirt or straight-line styles with braiding and embroidery—navy, brown and black—sizes 14 to 20 years—were \$21.73 and \$24.73

Women's Poiret Twill Dresses—Smart models—braided and embroidered—some sample dresses in the lot—sizes 36 to 44—were \$19.73 and \$21.73

Women's Dresses—Crepe back satin and Poiret twill—tailored or afternoon models—navy, brown, cocoa and black—all sizes—36 to 46 in lot, but not in every style—were \$27.73 and \$34.73

Junior Misses' Dresses—Of twill back velvet, crepe de chine and fancy velour mixtures—were \$18.73

Junior Misses' Coats—Tweed sport models—with button trimming—sizes 13 to 17 years—were \$24.73

Girls' All-Wool Tweed Skirts—also Shepherd checks—white cambric bodies attached—were \$2.48

Women's Extra Size Dresses—Navy blue and black Poiret twill, smartly beaded, braided and trimmed with buttons—sizes 42 1/2 to 52 1/2—were \$24.73 and \$29.73

Moire Saten Petticoats—Black, navy and brown, 32 to 36 inches long—flounced model, corded in Van Dyke effect—were \$1.88

Matelasse Jacket Blouses and Crepe de Chine Overblouses—Embroidered surplice styles and beaded—wanted costume shades—sizes 36 to 42—were \$2.95

Dimity Blouses—Tuxedo and Peter Pan collars—button front and back—various styles—were \$2.00

Brassieres—Muslin, combined with lace and embroidery—reinforced under arms—sizes 38 to 42—were .59

Garter Brassieres—Pink coutil—side fastenings—sizes to 40—were .39

Satin Camisoles—With lace trimming—were \$1.18

Radium Silk Bloomers—Tailored styles—hemstitched ruffles and double elastic—were \$2.97

Extra Size Blouses—Tailored styles in white and colored—round and long tuxedo collars edged with lace—sizes 46 to 54—were \$1.85

Extra Size Petticoats—Moire saten—black, navy, brown and Russian green—full cut with deep flounce—were \$1.94

EXTRA SIZE DEPT., 3RD FLOOR

**January Sales
White Goods**

Dainty white fabrics in standard and novelty weaves for pretty dresses and underwear are far lower in cost when bought at the special prices offered by January Sales.

Long Cloths—36 inches wide—were \$1.50

36 ins. wide—were \$1.70

36 ins. wide—were \$1.95

36 ins. wide—were \$2.50

36 ins. wide—were \$2.80

Hearn's Goodwear Longcloth—10-yard piece—36 inches wide—were \$3.20

Nainsooks—10-yard piece—36 ins. wide—were \$2.00

36 ins. wide—were \$2.10

36 ins. wide—were \$3.20

Hearn's Goodwear Nainsooks—39-inch—10 yard pieces—were \$3.40

36-Inch Cambrics—were .16

36-Inch Cambrics—were .18

Nainsooks—36 inch—were .16

36 inch—were .18

45-Inch Linen Finish Fabrics—were .32

36-Inch Underwear Checks—were .21

39-Inch Nainsooks—were .78

36-Inch Poplins—were .50

45-Inch Voiles—were .70

39-Inch Voiles—were .25

**Flannels
January Sale**

The numerous uses that one has for flannels, especially in winter, become even more numerous, as a matter of economy, when costs are cut to the low level of January Sale prices. And they are especially low in view of the present greatly increased price on cotton and wool.

25-Inch Soft Bleached Domets—To-day's value .18

25-Inch Bleached Domets and Canton Flannels—To-day's value .21

27-Inch Bleached Domets, 27-Inch and 29-Inch Bleached Canton—To-day's value .26 and .30

All-Wool Plain White Flannels for Baby's Wear—To-day's value \$2.42

Wool and Cotton Mixed Plain White Flannels—for baby's wear—To-day's value \$1.04

27-Inch Robe Cloths—variety of patterns—for bath robes, smoking jackets and many other uses—To-day's value .58

Table Felt—54 inches wide—To-day's value \$1.02

REMNANTS OF FLANNELS All-Wool and wool mixed, white or colored, including Robe Cloths, Novelty Shirts, bleached or unbleached Domet and Canton Flannels, Table Felt and Table Pads at January Sale Prices.

Special Purchase
**Women's
Part Wool Union
Suits**

1.47

Were \$2.47

Various shapes, all well made and of desirable quality.

Extra sizes—were \$2.77

**January Sales
Comfortables and
Pillows**

Lack of coal and higher prices on wool and cotton are doubly persuasive arguments for purchasing warm comfortable now at much lowered January Sale prices.

FLORAL SILKALINE COMFORTABLES—white cotton filled—single size—were \$2.12

FLORAL SILKALINE COMFORTABLES—white cotton filled—well stitched—winter weight—full size—were \$4.37

COTTON-FILLED SILKALINE COMFORTABLES—floral silkline—plain satin borders—nicely stitched—full size—were \$5.65

LAMBS' WOOL FILLED COMFORTABLES—floral satin—plain borders—filled with 100% pure lambs' wool—full size—nicely stitched—were \$7.33

NEW MIXED DUCK AND GOOSE FEATHER PILLOWS—strong, firm tickings—Size 20x28—were \$2.56

Size 22x28—were \$2.83

Size 24x30—were \$3.19

Size 26x30—were \$3.55

NEW MIXED WHITE GOOSE AND DOWN PILLOWS—various striped tickings—Size 20x28—were \$2.87

Size 22x28—were \$3.38

Size 24x30—were \$4.82

Size 26x30—were \$5.33

**January Sale
Silk Lingerie**

The women to whom Santa Claus forgot to bring silk lingerie at Christmas have in this sale a marvelous chance to buy it at prices so low as to be the next best thing to a gift.

CREPE DE CHINE NIGHTDRESSES—lace trimming or tailored styles—flesh, orchid, peach, blue and white—were \$3.97

CREPE DE CHINE CHEMISES—several styles, prettily trimmed with lace—flesh, peach, orchid and white—were \$2.27

RADIUM BLOOMERS—tailored styles, with hemstitched ruffles or double elastic at knees—were \$2.97

SATIN CAMISOLES—trimmed with val lace—were \$1.18

**Clearances of
1, 2 and 3 Pair Lots of
Lace Curtains**

IMPORTED IRISH POINT AND FINE NET CURTAINS—Marie Antoinette and Lacet designs—1, 2 and 3 pair lots—

Were \$7.97 and \$14.97

Were \$13.97 and \$14.97

Were \$15.97 and \$17.97

FINE NOTTINGHAM AND MARQUETTE LACE CURTAINS—that

Were \$7.97

Were \$6.97

Were \$3.97 and \$4.97

Were \$2.47 and \$2.97

PANEL CURTAINS—one and two of a style—imported hand made lace motifs—were \$21.94

Other grades of Panel Curtains that were \$6.94 and \$7.94—now

ONE PAIR LOTS REVERSIBLE VELOUR PORTIERES—best combinations—value \$19.50 to \$22.50

REVERSIBLE ARMURE DAMASK PORTIERES—samples slightly soiled—were \$12.97

3,000 YDS. OF MILL LENGTHS OF HIGH GRADE VELOURS—figured and plain—lengths 1 1/2 to 3 yds.—60 inches wide—Plain—values \$2.95 to \$3.95

Figured—values \$3.95 to \$5.95

CLEARANCES OF IMPORTED MADRAS—50 inches wide—

IMPORTED BRIES BRIES NET CURTAINING—were \$2.47 and \$2.97

4,000 YDS. SILK OVERDRAPIERIES—double width goods—various qualities and weaves—were \$2.97 and \$3.47

3,000 YDS. OF 50-INCH REPPS—taupé, tan, green and mulberry—value \$1.00

SPECIAL OFFERING SCIM CURTAININGS—double borders—Colonial crossbars—all with dainty colored borders—70 styles—value .23

SPECIAL OFFERING OF HIGH GRADE CRETONNES—cubist, tapestry, old English hints and many original designs never before shown—value .67 and .77

Made on Repp and Linene Cloth—value .38 and .48

**January Sales
Infants' Woolens**

"Nothing but the best for Baby" is an ideal within the practical reach of every mother who shops for her babies at the January Sale and chooses their needs from these large, complete assortments. Prices are down so low for the occasion that all should purchase ample quantities that will not need too quick replenishing.

Infants' Fine Silk and Wool Shirts—sizes to 6 mos.—all wool double-breasted shirts at this price also—were \$1.35 and \$1.50

Infants' Fine Half Wool Shirts—sizes to 6 mos.—were \$1.10

Babies' Part Wool Shirts—sizes to 6 mos.—were .77

Infants' Shoulder Strap Bands—sizes to 2 years—were .74

Babies' Fine Silk and Wool Hose—white only—were .74

Babies' Ribbed Shirts—sizes to 2 years—Special .27

Infants' Wool Flannel Gertrudes—silk shell finish—were \$1.07

Infants' Fine Wool Flannel Gertrudes—plain hem or silk scalloped—were \$2.10

Wool Flannel Barrow Coats—cambric bands—were \$1.50

Flannelette Wrappers—also nightgowns, with draw string—were .67

Infants' Flannelette Gertrudes—plain hem or shell finish—were .87

Attractive January Sale Values in Babies' and Little Tot's Dresses also.

Infants' Extra Quality Flannelette Wrappers and Nightgowns—were .77 and .97

Flannelette Diapers—heavy nap—sizes 27x27—were \$2.94

Infants' Wool Flannel Bands—three in sanitary packages—were \$1.50

Lawn Pillow Shams—embroidery trimmed—were \$1.25

Muslin Crib Sheets—41x70 in.—were \$1.10

Muslin Pillow Slips—Special .44

Babies' Receiving Blankets—pink and blue borders—were \$1.50

Birdseye Diapers—hemmed, ready for use—Single—

20x20 in. Special 1.16

22x22 in. Special 1.34

24x24 in. Special 1.62

27x27 in. Special 1.97

30x30 in. Special 2.34

Double—

20x40 in. Special 2.15

22x44 in. Special 2.47

24x48 in. Special 2.96

27x54 in. Special 3.50

Hand Crocheted